

## Challenge Tool Kit

### How to Design a Challenge

Below are some guidelines that will help you design your own challenges

- **Make Everyone a Winner.** Challenges should allow all participants to achieve the goal and associated reward. It's okay to track who is leading, but it's best to not reward the leader(s)—they already have their reward.
- **Encourage Daily Activity.** It's much better if a challenge fosters a daily activity rather than meeting a goal that can be done in a couple marathon sessions. For example, instead of making the goal to walk 150,000 steps, make the goal to walk 5,000 steps each day for 30 days.
- **Level the Playing Field.** In an effort to make a challenge “challenging,” sometimes it becomes too hard for some participants—often the ones who need it the most. Try tracking minutes instead of steps, or do a nutrition challenge instead of a fitness challenge.
- **Allow for Exceptions.** If someone falls short, there should be a way for them to stay in the challenge. Allow for a set number of exceptions during the period of the challenge, or allow people to earn exceptions by doing something extra like exercising for an extra half hour. Recommended is having the “win” target be more than 50% of the days but less than 100% - i.e. a 30 day challenge would have 20 “win” days.
- **Keep It Simple.** In an effort to create the perfect challenge, the requirements can sometimes get overcomplicated. The simpler a challenge is, the more likely it is to be successful.
- **Make It A Challenge.** People like to be challenged. If the challenge is too easy, it's not appealing. On the other hand, if it's too hard, people won't attempt it. Find the right balance between achievable and challenging.
- **Choose the Right Duration.** If a challenge is too long or too short, its impact may be lessened.

Recommended challenges are 30 days in duration, long enough to experience the benefits and build a habit, but not too long to lose interest.

For more support to build and integrate your next challenge contact Employee Wellbeing Program Manager Justin Roberson at 651-259-3629 or [work.well.mmb@state.mn.us](mailto:work.well.mmb@state.mn.us)